



NEWS RELEASE

COUNCILMEMBER MARTI EMERALD

Seventh District

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Contact: Geni Cavitt
Phone: 619-236-6677
E-mail: gcavitt@sandiego.gov

For Immediate Release

Emerald Says This Was Never About A Ban

Councilmember Marti Emerald cast one of the five votes necessary to override the Mayor's veto of the hotly contested Ordinance to Protect Small and Neighborhood Businesses. Before a packed City Council chamber, the Councilmember reassured the public, "This is not a ban on Walmart or any other retailer that wants to build Supercenters in San Diego. This is an opportunity to get answers to questions being asked in cities and states all across the country," she said.

Councilmember Emerald went on to site studies, court rulings, and editorials that express concerns about the economic, environmental, and public health impacts of so-called supercenters.

"This conversation is happening all across the country in response to this phenomenon of Big Box Superstores. It's happening in Washington, D.C., Baltimore, Chicago, and Los Angeles, where policy makers are trying to make the best land use decisions for consumers and businesses, small and large", said Emerald. "Why should San Diego be any different?"

Walmart spent a considerable sum of money during the past month on direct mail, radio, television, and newspaper advertising and phone banks in an attempt to change the minds of the council majority which favored an economic impact report.

An economic impact analysis would look closely at how a project could affect traffic, small businesses in the area, business improvement districts or redevelopment project areas, or change the character of the neighborhood, and if the project would create blight. Most of this data is already collected by businesses looking to build in an area.

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